

ATARI®

VCS OWNERS CLUB BULLETIN

PAC-MAN® IS HERE!



Only the Atari Video
Computer System™ brings you Pac-Man®!
Pac-Man is the most popular, fun and
exciting video game ever devised –
he's already eaten into hearts and
homes around the world and he's
all set to work the same magic here!

*PAC-MAN is licensed by Namco-America, Inc.



INSIDE THIS ISSUE
Everything you need to know –
About Pac-Man
What Atari is all about!
Your Entry Form for
the UK Pac-Man
Championship

THE PAC-MAN PHENOMENON!



THE MORE YOU FEED HIM - THE MORE YOU SCORE

You wind the friendly yellow Pac-Man around a colourful maze, eating video wafers for points, while avoiding four hungry ghosts. If Pac-Man swallows a power pill in a corner of the maze, he can chase the ghosts for a few seconds and gobble them up for extra points. To help him dodge the shimmering ghosts, Pac-Man can vanish through a corridor at the top or bottom of the maze and reappear that opposite side. The characteristics that differentiate each game level are the speed of Pac-Man, and the speed and cunning of the ghosts.

Pac-Man's enchanting, Pac-Man's bedazzling, Pac-Man will have you and the family entranced - for hours and hours and hours!

BUY THE AMAZING PAC-MAN CARTRIDGE - NOW!

The whole world's gone bananas on the latest Atari VCS cartridge - all-chomping, all-powerful Pac-Man. He's steadily eating his way to the top of the video games popularity polls - worldwide! Let Pac-Man eat into your family's heart - NOW!

PAC-MAN - used with Joysticks. Eight terrific games for one or two players, including versions for young children.

Suggested retail: £29.95 incl. VAT

SEND FOR YOUR OWN POSTER ➔

You've probably seen these beautiful full-colour Pac-Man posters adorning the walls or windows of your Atari retailer. If you'd like one for yourself, send for it today! They're only £1.50 each, including post and packing.

TO: PAC-MAN POSTER OFFER
Atari VCS Owners Club, RHA - 7 High Street, Maidenhead, Berks.

Please send me _____ Pac-Man Posters, for which I enclose £1.50 each.

Name _____ Console No. _____

Address _____

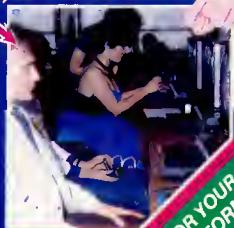
Cheques or Postal Orders to be made out to Atari International (U.K.), Inc.

Allow 3 weeks for delivery. Offer subject to availability.

WILD FOR PAC-MAN AROUND THE WORLD!

Pac-Man is without question the hottest TV game cartridge Atari have ever produced. Pac-Man is the forerunner of the new generation of Atari TV games: with great colour, sounds, graphics, action - and challenge!

Everywhere in the world, Pac-Man has been a super-sell-out! Atari VCS fanatics are queuing round the block from Abu Dhabi to Venezuela to get hold of a Pac-Man cartridge. And when April 3rd was declared National Pac-Man Day in the U.S. Pac-Man mania hit an all-time peak... Now you can share in all this fun, all this excitement - with Pac-Man, only on your Atari VCS.



PAC-MAN AT U.K. PREMIERE

In the U.K., Atari International (U.K.), Inc., introduced Pac-Man with style at a giant reception in his honour at the top of the London Hilton on May 13th. It was a great day (if a little packed!) but Pac-Man and Speedy his ghost companion had a wonderful time, as you can see!

Watch for Pac-Man and the ghost round your way - we've got a summer-long programme of personal appearances lined up for these two famous Atari celebrities, so watch for them in your High Street soon.

SEE PAGES 7 & 8 FOR YOUR PERSONAL ENTRY FORM FOR THE UK PAC-MAN CHAMPIONSHIP.



THERE'S SO MUCH TO KNOW- IN THE WONDERFUL WORLD OF ATARI!

ATARI's story begins in 1972 in the garage of a young computer engineer who combined his knowledge of microprocessing with a penchant for having fun. The result was PONG,® the first popular coin-operated video game.

Since its inception, Atari has grown into an international company with over 10,000 employees worldwide. Atari's world headquarters is in Sunnyvale, California, with manufacturing facilities in Ireland, Taiwan, Hong Kong and Puerto Rico, as well as in various locations in the U.S.

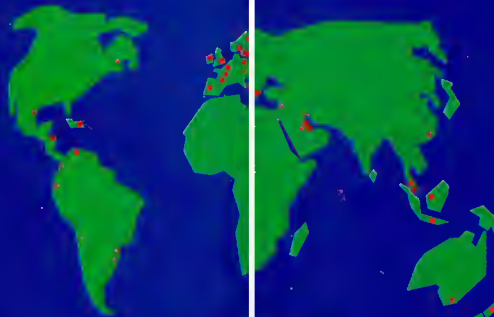
Atari has also established sales and marketing operations throughout Europe—including now, the U.K. Our worldwide expertise in the home entertainment industry is derived from our parent company, Warner Communications Inc., of which Atari is a wholly-owned subsidiary.

Atari is divided into three operating divisions: Coin-Operated Games, Consumer Electronics and the Home Computer Division. These design, manufacture and market coin-operated video games, home video games and computer hardware, software and peripherals.

The Coin-Operated Games Division has produced more than 75 great arcade games. One of the latest, Tempest utilizes Atari's new "Quadra-Scan Color" video display system, a technological breakthrough which simulates a three-dimensional realism and dazzling full-colour graphics.

Since the creation of the Atari Video Computer System (VCS)™ in 1977, Atari has sold millions of VCS units and tens of millions of cartridges. The sophisticated technology which brings you the world's best in video games has led to a natural extension into the home computer field: the Atari 400™ and the Atari 800™ Home Computer Systems were introduced in the U.S. in 1979—powerful, educational and flexible computers for use in the home.

Today, Atari is preparing for tomorrow's innovations in consumer electronics. Research and development... worldwide production facilities... the best in quality control systems... aggressive marketing—and financial strength. All combining to assure Atari's continued leadership in the world of consumer electronics. The opportunities are vast, limited only by the imagination.



ATARI HOME COMPUTERS

The Atari 400™ and Atari 800™ Home Computers are perfect for the home—or the home office. They are easy to use, and easy to afford. They're powerful, versatile and expandable. With a wealth of programmes available for virtually any home application. So, they're perfect for the entire family. You can play the ultimate in computer games, teach yourself new subjects and skills, balance budgets—even write your own computer programmes!

Atari Home Computers are designed to be used by anyone. They're simple to operate. They work with your home television. And their unique colour graphics and sound capabilities make learning more fun and games more challenging.



NEW ATARI VCS CARTRIDGE RELEASES FOR SUMMER 1982

When Atari International (U.K.), Inc. took over the distribution of the Atari VCS and Atari Home Computers in the U.K., we pledged ourselves to bring you more fun, more entertainment, more cartridges—fast! Here's advance information on the next two fantastic Atari VCS cartridges to reach the U.K. market—they'll be in the shops from late June onwards.

DEFENDER®

Defender has been one of the biggest hits avar in the arcades, and Atari has faithfully reproduced all the excitement, with superb colour, sounds and graphics—and all the action of the coin-op version! Aliens attempt to kidnap humans—and transform them into humanoid! Players must destroy the alien landers, exploding pods and bombers with their laser cannons. Lots of space age fun and action, in 20 great games.

Suggested retail—£29.95 incl. VAT

®Trade Mark of Williams Electronics Inc.

YARS' REVENGE™

An entirely original and ingenious newly-developed game that's light years ahead of its time! Help the Yars—mutant house flies—battle it out with an evil anamy called The Goutle. Send a Yar scout out to break a path through the Goutle shield, then break the Zorlon Cannon to do the rest... Eight fascinating, action-packed games.

Suggested retail—£29.95 incl. VAT



ATARI 400 HOME COMPUTER

The Atari 400 Home Computer has a large capacity 16K memory. It has a pressure sensitive keyboard. And its modular design makes it flexible. You can add accessories to build a system to fit your needs.



ATARI 800 HOME COMPUTER

The Atari 800 Home Computer features a typewriter keyboard for fast and easy data entry. It has a 16K memory that can be easily expanded to 48K with convenient slip-in Atari Memory Modules.™ So you have more power available to run more sophisticated programmes.

Atari Home Computers are expandable. That means you can build the computer system you want today, knowing that it will grow to meet your needs tomorrow. You can add printers, programme recorders, disk drives and more. And because Atari computers are programmable, you can customise them for your own personal applications.

Keep in mind that a home computer is only as good as the name that goes on it and the programmes that go with it. Atari has them both. The best name in home computers. And some of the best computer programmes available anywhere.

Try the Atari Home Computers at stores all over the country, or write to Atari HCS Enquiries Dept., RHA-7 High Street, Maidenhead, Berks. for the name and addresses of stockists in your area.



Hi there, Atarians!

As you know, Atari International (U.K.), Inc. has now taken over the marketing and sales functions in the U.K. and Eire – and we know exactly what you Owners want... more games, more fun, more entertainment!

When it comes to video games, no other manufacturer stacks up to Atari! Atari products are engineered to deliver top performance with loads of action, crisp colours – and the greatest in sound effects!

If you have any comments or queries about your system please write to our Atari VCS Owners Club Correspondence Co-ordinator, Capable Kathy. She'll be delighted to hear from you – here's the full address:

**Capable Kathy,
Atari VCS Club Co-Ordinator
RHA-7 High Street,
Maidenhead, Berks.**

ATARI JOINS THE FLEET



Here's Arian's Tad Chase presenting Atari VCS consoles (complete with Pac-Man cartridges, of course!) to Captain Jacques, RN – Captain of the Royal Navy's 2nd Submarine Squadron, based at Devonport. The VCS consoles, plus a selection of cartridges, have been doing at-sea service in the South Atlantic, since Captain Jacques' Squadron includes six Swiftsure class nuclear submarines, which have been patrolling these deep waters for some time.

HIGH SCORE SPOT

A lot of U.K. records have been broken this Spring – these are the best of them. Don't forget, if you think you've scored a U.K. record-breaking score, on any Atari VCS cartridge, our Owner's Club Co-ordinator, Capable Kathy, would like a letter from you. Tell us which cartridge, which game (Game One is usual), how long it took you – and give us the name of your witness, please. We'll look forward to hearing from you... by letter only, please... this is the address to write to:

**Capable Kathy,
Atari VCS Club Co-Ordinator
RHA-7 High Street,
Maidenhead, Berks.**

1 VIDEO PINBALL™

A new record has been claimed by David Grayson, of Ripon, Yorkshire. His score was 163,090,857, and this staggering feat took him a mind-blowing 19 hours.

2 SUPERMAN™

We have heard from Jason Lock and Kerry Taylor of Hayes, Middlesex, that they can complete Superman (together!) in 14 seconds. This is a "joint effort" record – the individual record is still held by Stephen Dowse (12) of Wimbledon, who can do it in 23 seconds – brilliant! *Trade Mark of D.C. Comics, Inc.

3 MISSILE COMMAND™

Kevin Nuttall's Dad must have a lot of patience – he's sat through 64 hours of his son playing Missile Command, to get a stupendous score of 59,463,721! The Nuttalls live in Bootle, Merseyside. Well done chaps!

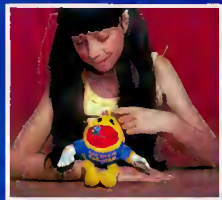
4 ASTEROIDS™

We felt we must publish these pictures of Andrew Robinson and Stephen Hooper (both 13) from Harold Wood, who held the Asteroids record, with 10,013,680, for the whole month of May – only to be overcome by Malcolm Dixon (14) from Widnes, who has achieved 16,314,430 in 21 hours non-stop. That's not going to be easy to beat, Malcolm!

VCS OWNERS CLUB OFFER

Here's a very special offer for VCS Owners Club Members – from Atari's sister company, another Warners Communications subsidiary, Knickerbocker Toy Company. He's a mini Pac-Man, just 7" tall, and about the same widthwise! He's soft and lovable, and will appeal to Pac-Man nuts of all ages!

The mini Pac-Man toy has a bright yellow soft plush head and a big red mouth, and on his jacket are such slogans as "Score with me," "Hungry for you" and "Eat You Up". He conforms to all British and European safety standards. He's got a lovely loop on his head, too – so you can hang him by your bed, or in the car, or on your satchel, or bike handlebars. You can even wear him on your belt...



We're offering the Mini Pac-Man toy for just **£2.95**, including post and packing – so be the envy of all your friends, send for him today.

TO: MINI PAC-MAN OFFER

Atari VCS Owners Club, RHA-7 High Street, Maidenhead, Berks.

Please send me... Mini Pac-Man Toys, for which I enclose £2.95 each.

Name _____ Console No. _____

Address _____

Cheques of Postal Orders to be made out to Atari International (U.K.), Inc.

Allow 3 weeks for delivery. Offer subject to availability.



The Atari VCS Owners Club Bulletin is published by Atari International (U.K.), Inc., PO Box 69, Wemley, Middx. HA9 1JF

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UK PAC-MAN® CHAMPIONSHIP



TRY YOUR HAND IN THE FIRST ROUND

As an Atari Owners' Club member you're in a great position to practise your PAC-MAN skill, and develop the techniques necessary to achieve one of the 300 highest scores in your area that will take you through to the Regional Finals of the PAC-MAN Championship.

So if you haven't yet got the new Atari PAC-MAN cartridge, now is the time to do so and put yourself in a better winning position.

Remember, the score you submit on the enclosed reply paid entry form must be validated by an adult. Please read the rules carefully and note that your entry must be received no later than 2nd July 1982.



ABOUT PAC-MAN®

Atari PAC-MAN, already the world's most popular video game, is now sweeping the UK.

PAC-MAN is a hungry little fellow who dashes around a maze gobbling up video wafers, power pills and ghosts – for points. PAC-MAN is a real treat for the whole family with 8 exciting games for young and old alike.



PRIZES

The UK PAC-MAN Champion in each age group will win an all expenses paid fortnights' trip for two to the Magic Kingdom of Disneyworld, Florida. This fabulous holiday includes a special excursion to the Kennedy Space Centre.

ENTRY CLOSES JULY 2 1982



RULES

- 1** The Championship is divided into two age categories:
 - a) For those under 25 on 19.10.82.
 - b) For those of 25 years and over on 19.10.82.
- 2** The maximum duration of play for your single game attempt is 15 minutes using PAC-MAN Variation 1 Difficulty A.
- 3** Your entry form must include name, address, date of birth, which regional final venue you wish to attend if you qualify and be validated by an adult.
- 4** Your Entry Form must be received by Atari International (UK), Inc., PO Box 59, Alperton Lane, Wembley, Middlesex HA0 1FJ, NO LATER THAN 2ND JULY 1982.
- 5** The top 300 scorers in each region will qualify to compete in the Regional Finals, to be held as follows:— London 18th July, Birmingham 25th July, Leeds 1st August, Glasgow 8th August.
- 6** Atari Owners' Club entrants qualifying for the Regional Finals will be notified by 7th July 1982.
- 7** Atari International (UK), Inc., will not be responsible for arranging or financing entrants' transport, refreshments, etc. to or from the Regional Finals.
- 8** The top 2 scorers in each category, from each of the four *Regional Finals* will compete together for the title of UK PAC-MAN Champion in the UK Final to be held on 30th August 1982 at the new Barbican Centre in the City of London.
- 9** Atari International (UK), Inc., will not accept responsibility for lost, damaged or delayed entries.
- 10** Employees of the companies and organisations concerned with the competition are not eligible nor are members of their families.

